

Figure 1

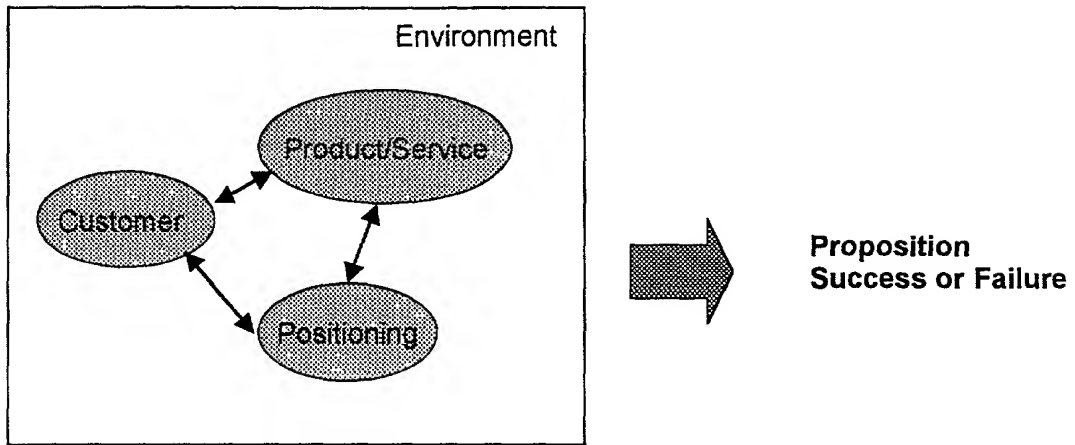


Figure 2.

Set of historical observations

Independent Variable
(Scenario Descriptors)

Dependent Variable
(Responses)

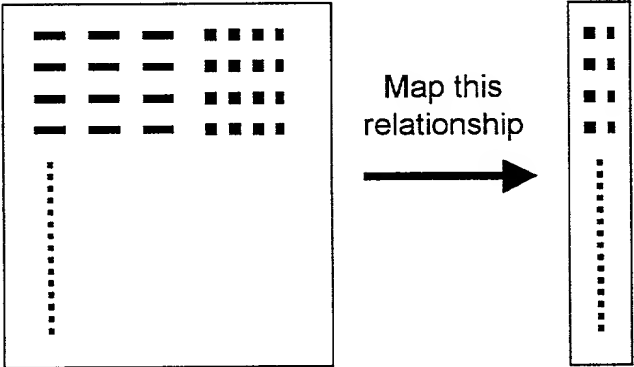


Figure 3

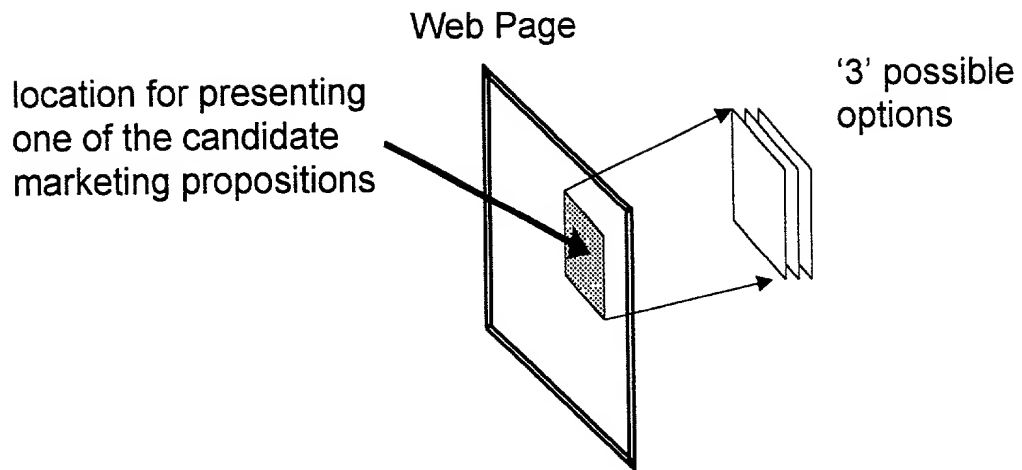


Figure 4.

The first four proposition presentations →

	Responses /Presentations	Responses /Presentations	Responses /Presentations	Responses /Presentations
Proposition 1	0/1	0/1	0/1	1/2
Proposition 2	0/0	0/1	0/1	0/1
Proposition 3	0/0	0/0	0/1	0/1

Path 1

Path 2

	Resp'/Pres'	Obs. RR
Prop' 1	10/97	0.10
Prop' 2	0/1	0.00
Prop' 3	0/1	0.00

Total = 10 responses from 99 presentations

	Resp'/Pres'	Obs. RR
Prop' 1	2/33	0.06
Prop' 2	10/33	0.30
Prop' 3	4/33	0.12

Total = 16 responses from 99 presentations

Figure 5

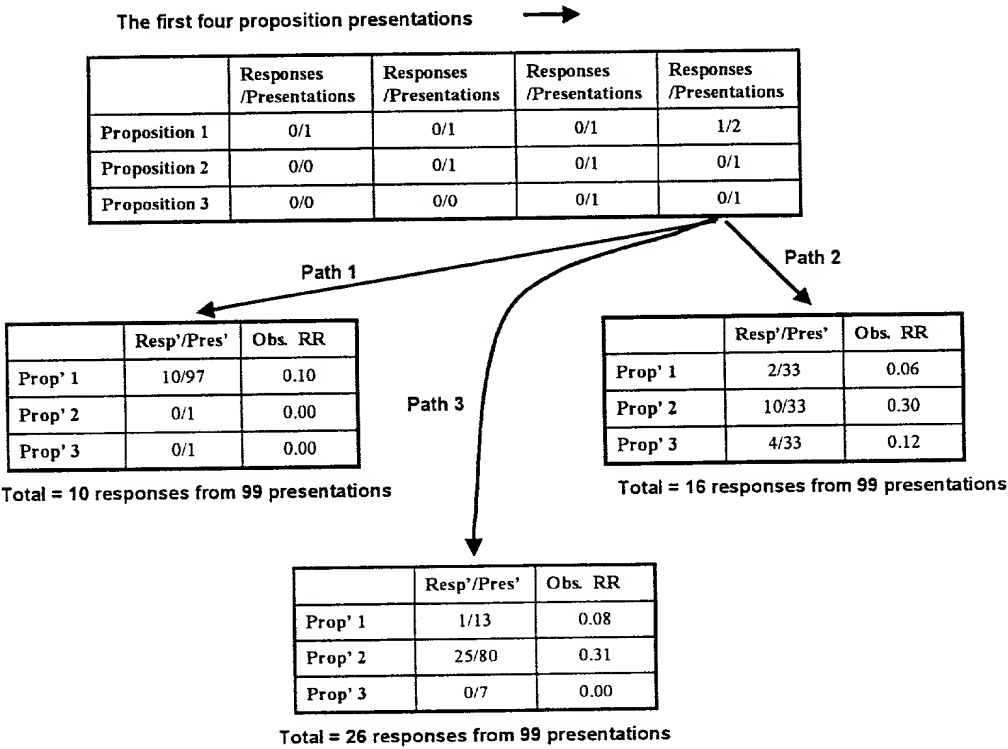


Figure 6

Ranked distribution of product sales from an analysis of 6255 sales records

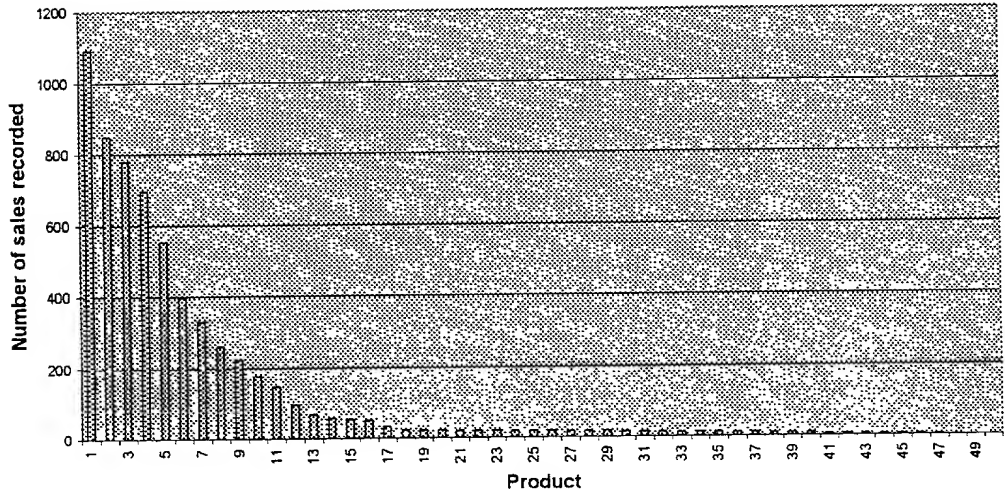


Figure 7

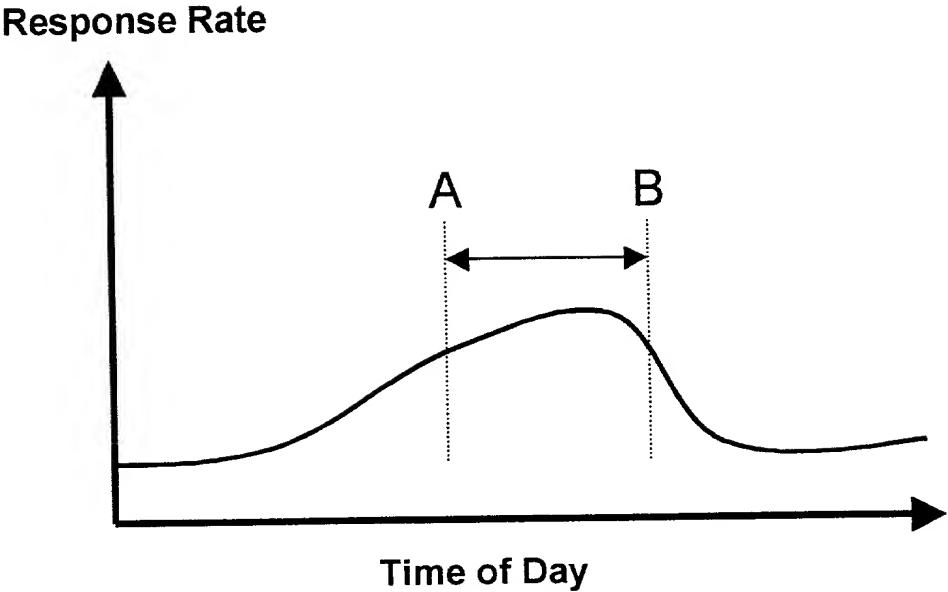


Figure 8

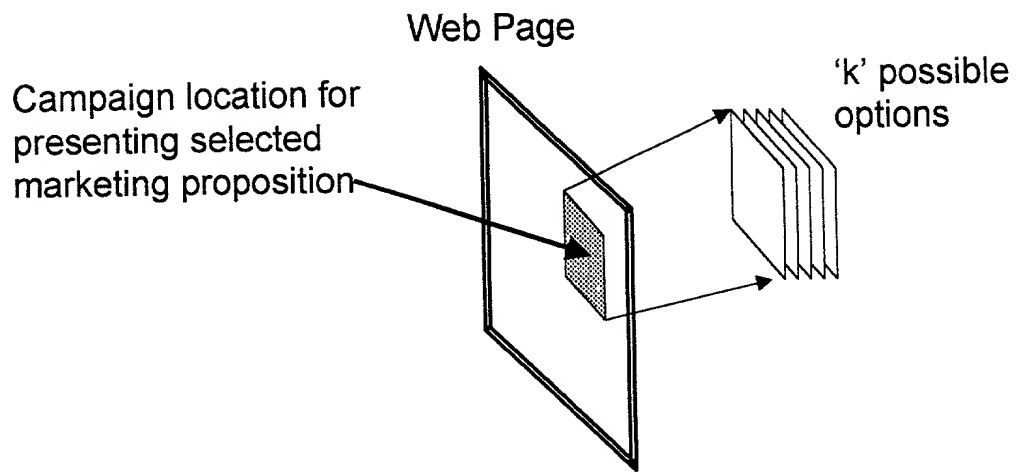


Figure 9

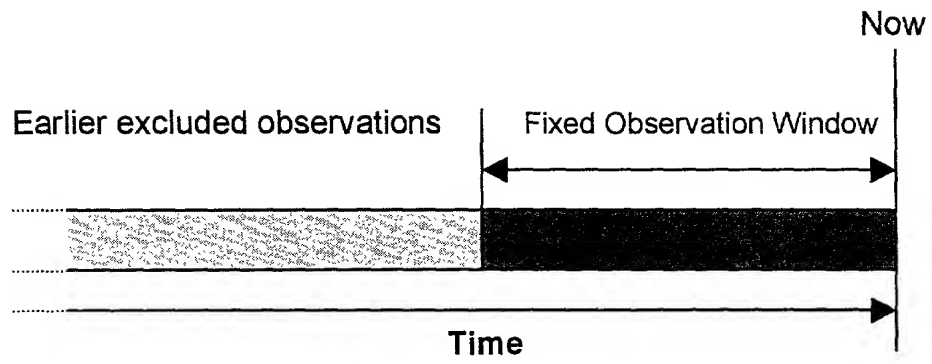


Figure 10

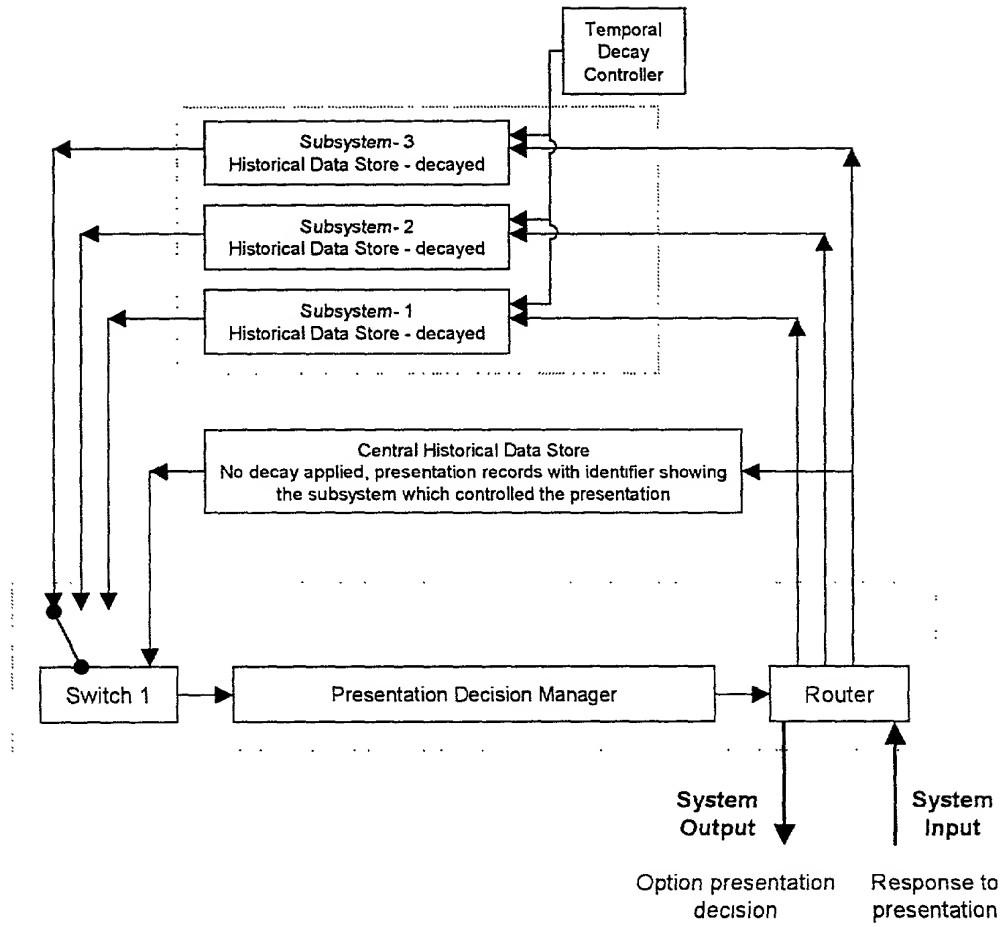


Figure 11

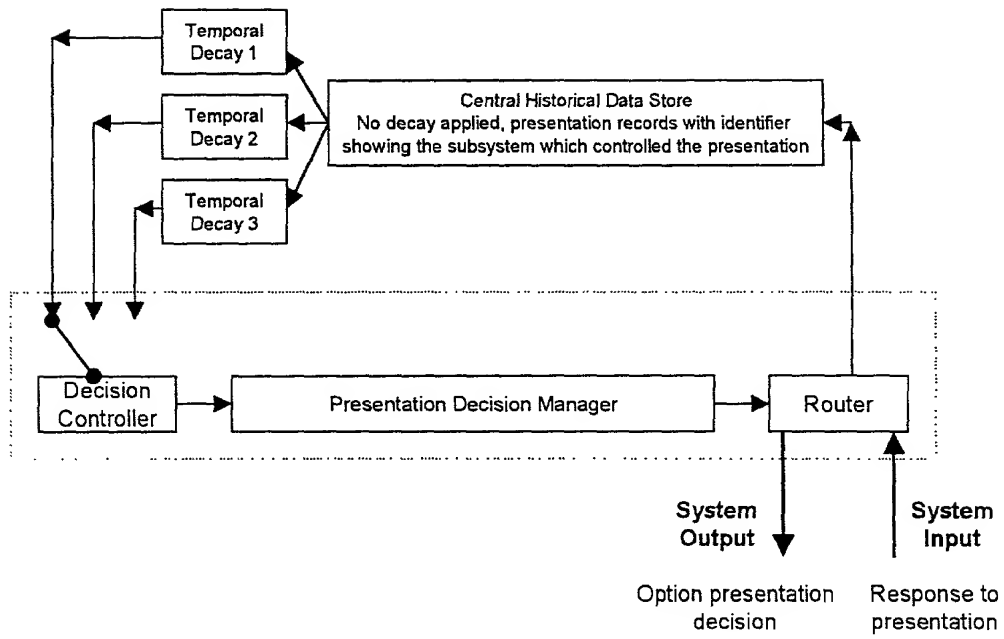


Figure 12

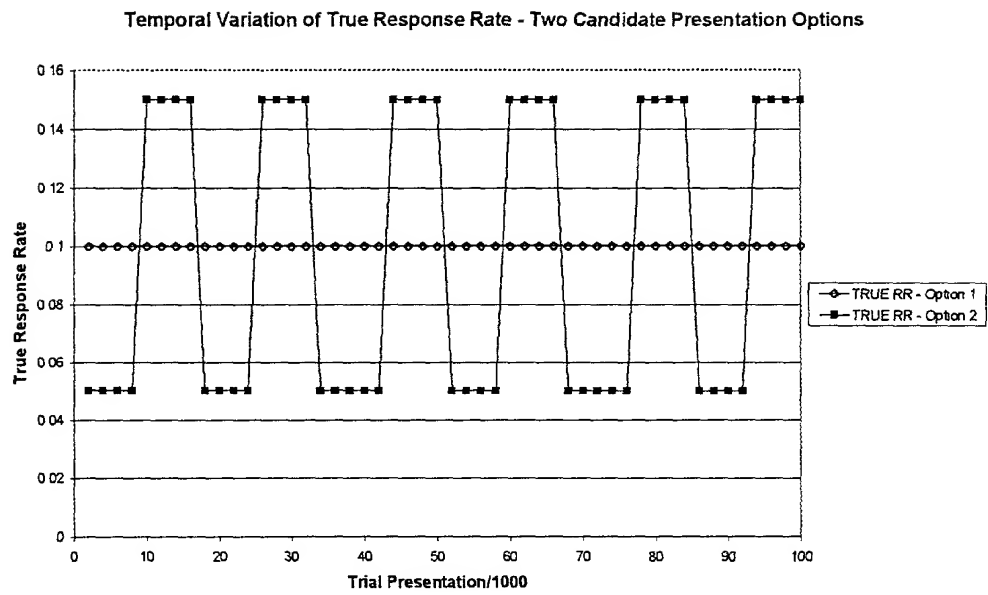


Figure 13

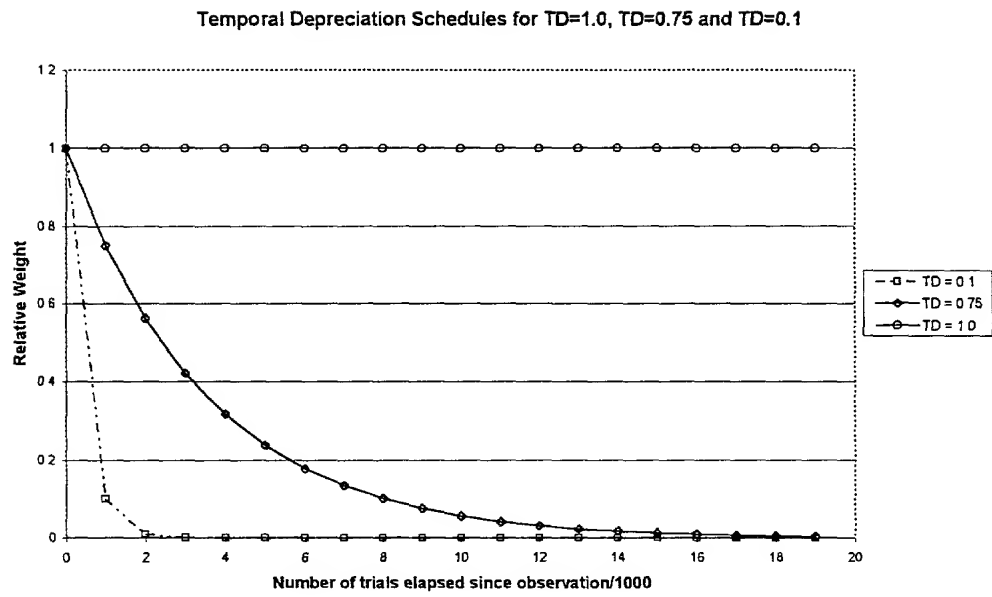


Figure 14

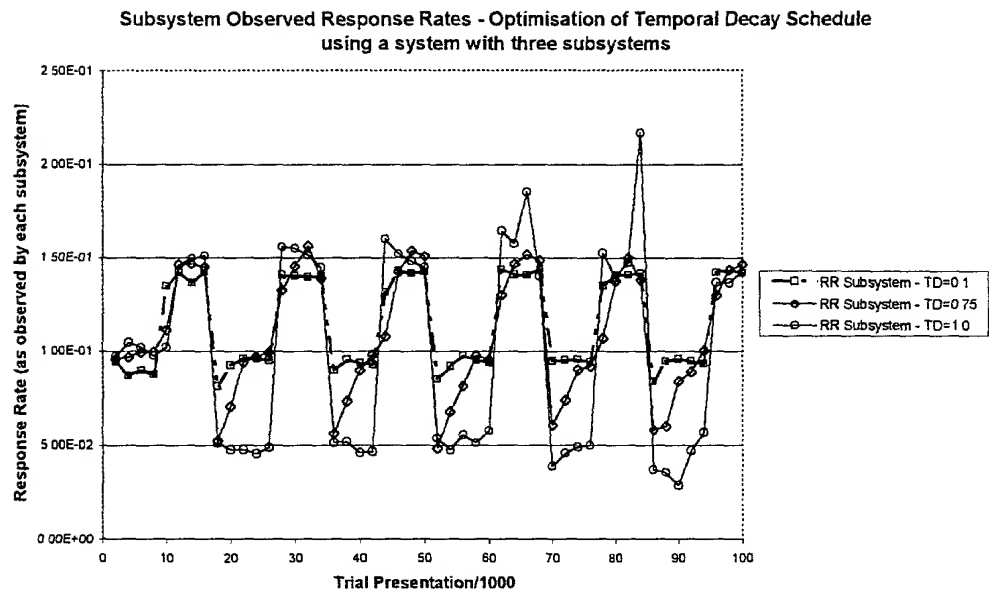


Figure 15

Response Performance - Optimisation of Temporal decay Schedule using a system with three subsystems

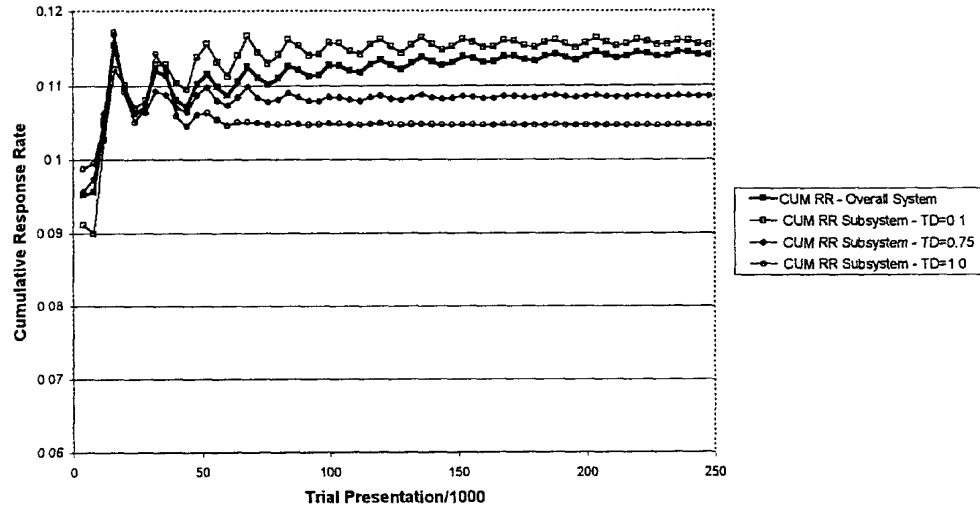


Figure 16

Response Performance - Optimisation of Temporal Decay Schedule using a system with three subsystems

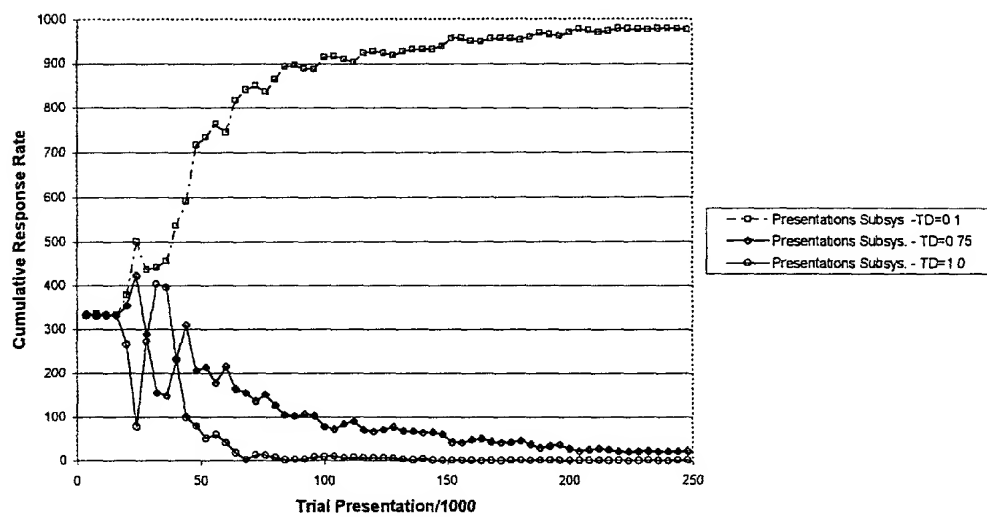
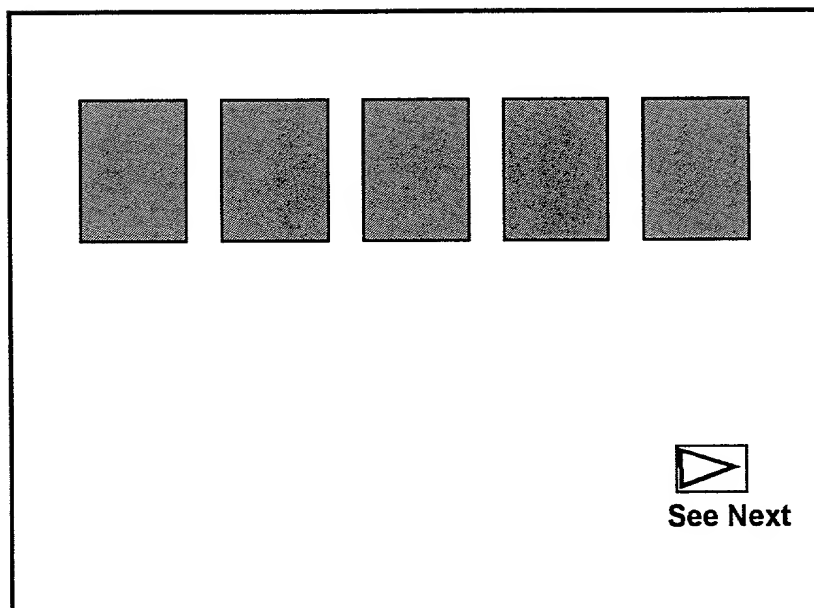


Figure 17



	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
0	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100

Ranked Product	% of Products	Correct Predictions			Cumulative Correct Predictions %		
		Random	Generalised	Targeted	Random	Generalised	Targeted
1	4.8	92	669	986	5	34	51
2	9.5	92	250	239	10	47	63
3	14.3	92	150	133	14	55	70
4	19.0	92	140	113	19	62	76
5	23.8	92	109	85	24	68	80
6	28.6	92	107	68	29	73	84
7	33.3	92	96	55	33	78	86
8	38.1	92	75	40	38	82	89
9	42.9	92	65	35	43	86	90
10	47.6	92	48	27	48	88	92
11	52.4	92	48	26	52	90	93
12	57.1	92	24	23	57	92	94
13	61.9	92	34	25	62	93	96
14	66.7	92	35	22	67	95	97
15	71.4	92	33	18	71	97	98
16	76.2	92	21	13	76	98	98
17	81.0	92	16	12	81	99	99
18	85.7	92	7	4	86	99	99
19	90.5	92	3	4	90	99	99
20	95.2	92	6	7	95	100	100
21	100.0	92	6	7	100	100	100

Figure 19

Rank	C-Option ID	Obs. RR	Present'ns	Resp's	Cum.Pres'ns	Cum.Resp's	Cum RR	Index
1	3791	0.046	87,329	4,005	87,329	4,005	0.04586	228
2	4243	0.042	9,831	408	97,160	4,413	0.04542	226
3	6902	0.034	1,420	48	98,580	4,461	0.04525	225
4	417	0.023	443	10	99,023	4,471	0.04515	224
5	9320	0.011	261	3	99,284	4,474	0.04506	224
6	1288	0.007	271	2	99,555	4,476	0.04496	223
7	1531	0.004	239	1	99,794	4,477	0.04486	223
8	39	0.000	206	0	100,000	4,477	0.04477	222
Control I - Random Sample								
Response Rate			0.0202					
% of Trials			1.0					
Index			222					
Significance			0.000					

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Figure 20

Rank	C-Option ID	Obs. RR	Present'ns	Resp's	Cum.Pres'ns	Cum.Resp's	Cum RR	Index
1	1482	0.119	27,452	3,268	27,452	3,268	0.1190	372
2	967	0.119	21,816	2,596	49,268	5,864	0.1190	372
3	55	0.118	16,389	1,938	65,657	7,802	0.1188	371
4	8312	0.111	10051	1,115	75,708	8,917	0.1178	368
5	4446	0.109	12669	1,382	88,377	10,299	0.1165	364
6	176	0.106	2834	301	91,211	10,600	0.1162	363
7	6688	0.083	2844	237	94,055	10,837	0.1152	360
8	4432	0.081	1930	157	95,985	10,994	0.1145	358
9	4435	0.070	2161	151	98,146	11,145	0.1136	354
10	6588	0.066	1090	72	99,236	11,217	0.1130	353
11	1123	0.031	159	5	99,395	11,222	0.1129	352
12	2174	0.022	180	4	99,575	11,226	0.1127	352
13	8880	0.022	138	3	99,713	11,229	0.1126	352
14	1596	0.018	114	2	99,827	11,231	0.1125	351
15	1734	0.012	173	2	100,000	11,233	0.1123	351
Control I - Random Sample				Control II - Generalised Sample				
Response Rate			0.032	Response Rate			0.069	
% of Trials			1.0	% of Trials			1.0	
Index			351	Index			163	
Significance			0.000	Significance			0.001	

Figure 21

Rank	C-Option ID	Obs. RR	Present'ns	Resp's	Cum.Pres'ns	Cum.Resp's	Cum RR	Index
1	1482	0.119	27,452	3,268	27,452	3,268	0.1190	372
2	967	0.119	21,816	2,596	49,268	5,864	0.1190	372
3	55	0.118	16,389	1,938	65,657	7,802	0.1188	371
4	8312	0.111	10051	1,115	75,708	8,917	0.1178	368
5	4446	0.109	12669	1,382	88,377	10,299	0.1165	364
6	Other	0.080	11623	934	100,000	11,233	0.1123	351
Control I - Random Sample				Control II - Generalised Sample				
	Response Rate		0.032		Response Rate		0.069	
	% of Trials		1.0		% of Trials		1.0	
	Index		351		Index		163	
	Significance		0.000		Significance		0.001	

Figure 22

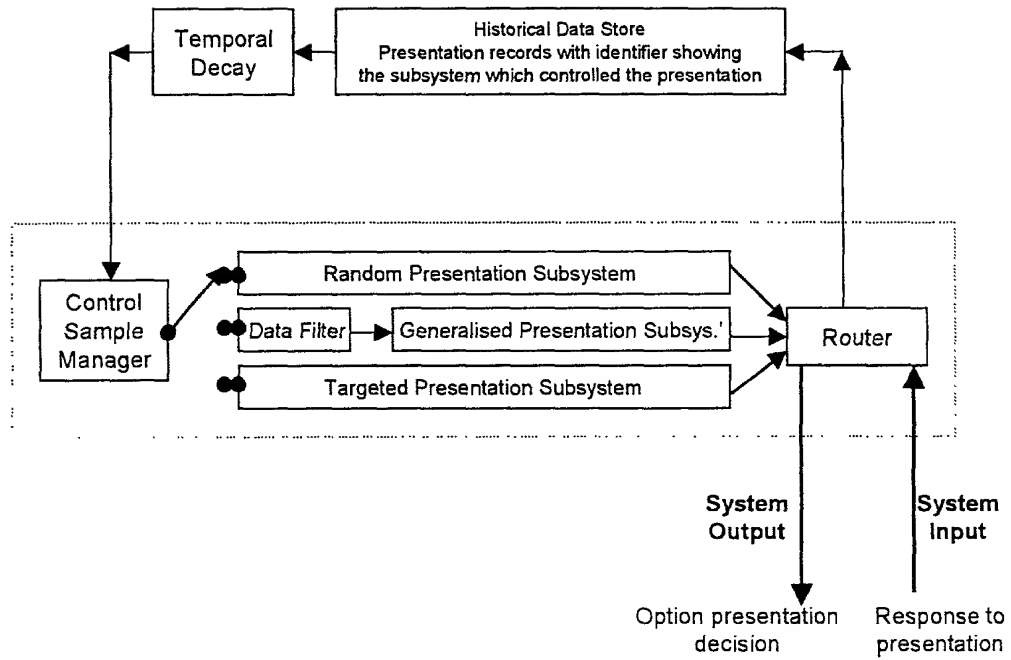


Figure 23

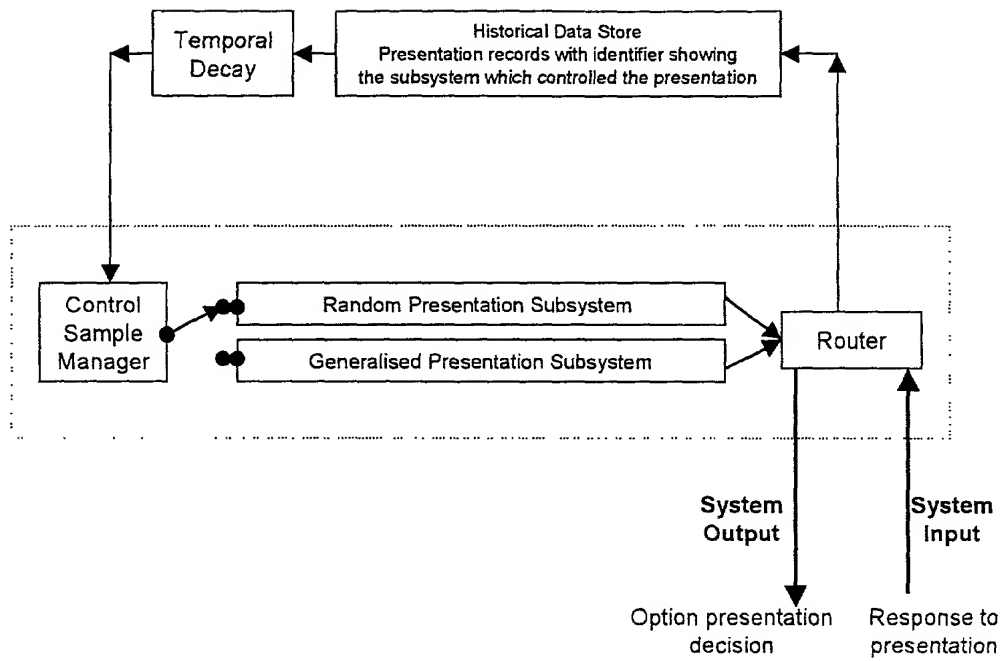


Figure 24

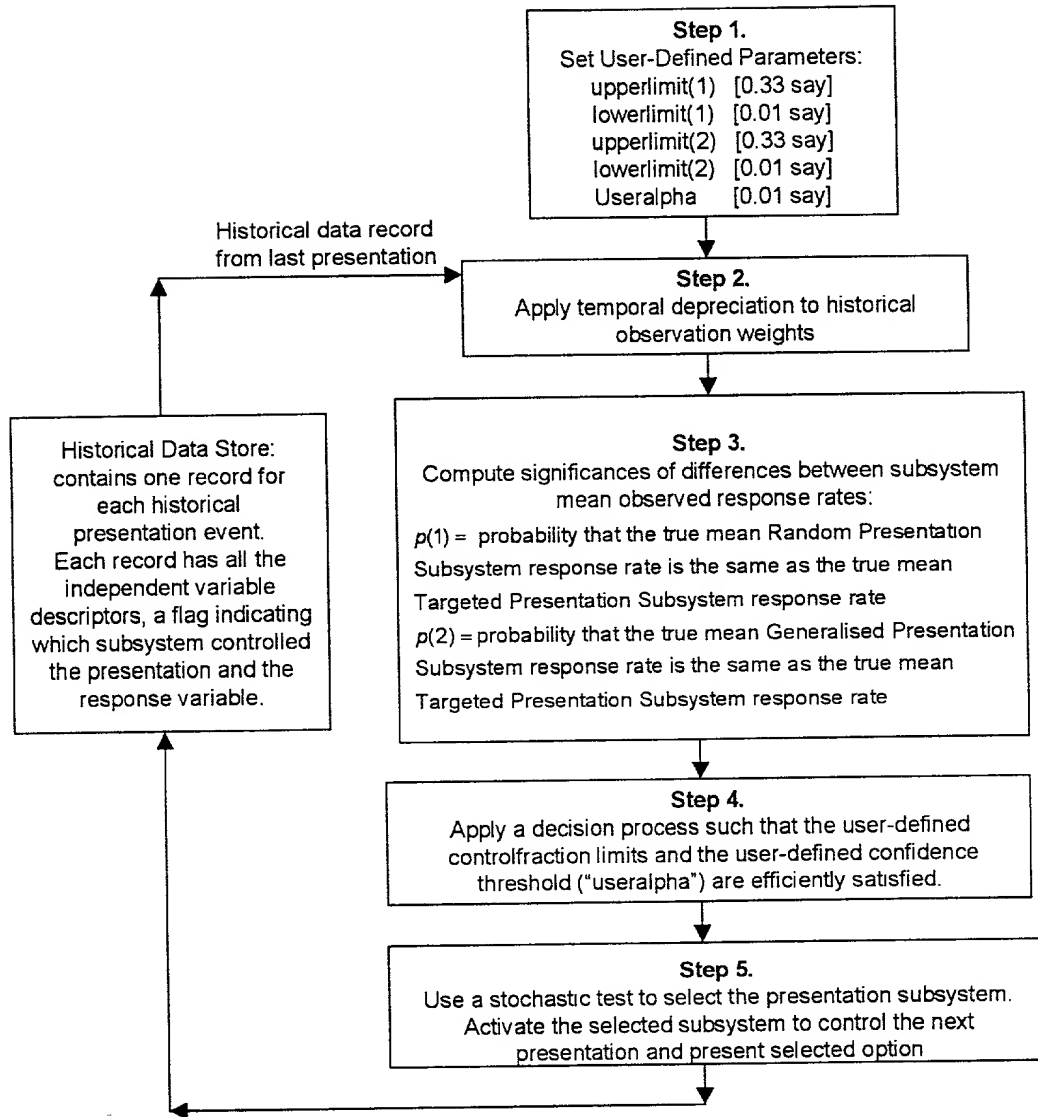


Figure 25

$$\text{controlfraction}(1) = \frac{p(1)}{[1 + p(1)]} \quad \text{- Eqn 1.}$$

$$\text{controlfraction}(2) = \frac{p(2)}{[1 + p(2)]} \quad \text{- Eqn 2.}$$

If $\text{controlfraction}(1) > \text{upperlimit}(1)$ then

$\text{controlfraction}(1) = \text{upperlimit}(1)$

Elseif $\text{controlfraction}(1) < \text{lowerlimit}(1)$ or $p(1) < \text{useralpha}$ then

$\text{controlfraction}(1) = \text{lowerlimit}(1)$

End if

If $\text{controlfraction}(2) > \text{upperlimit}(2)$ then

$\text{controlfraction}(2) = \text{upperlimit}(2)$

Elseif $\text{controlfraction}(2) < \text{lowerlimit}(2)$ or $p(2) < \text{useralpha}$ then

$\text{controlfraction}(2) = \text{lowerlimit}(2)$

End if

$\text{tempstore} = \text{Rnd}$ (where Rnd is a random number, $0 \leq \text{Rnd} \leq 1$)

If $\text{tempstore} < \text{controlfraction}(1)$ then

$\text{presentationsubsystem} = 1$

Elseif $\text{tempstore} \geq \text{controlfraction}(1)$ And

$\text{tempstore} < [\text{controlfraction}(1) + \text{controlfraction}(2)]$ then

$\text{presentationsubsystem} = 2$

Else

$\text{presentationsubsystem} = 3$

End If

Note that *upperlimits* of the *controlfractions* in the case of two control groups might normally not be expected to exceed 0.33 (as there are three groups being controlled including the reference group)